

Pop-up
shop's new
designs

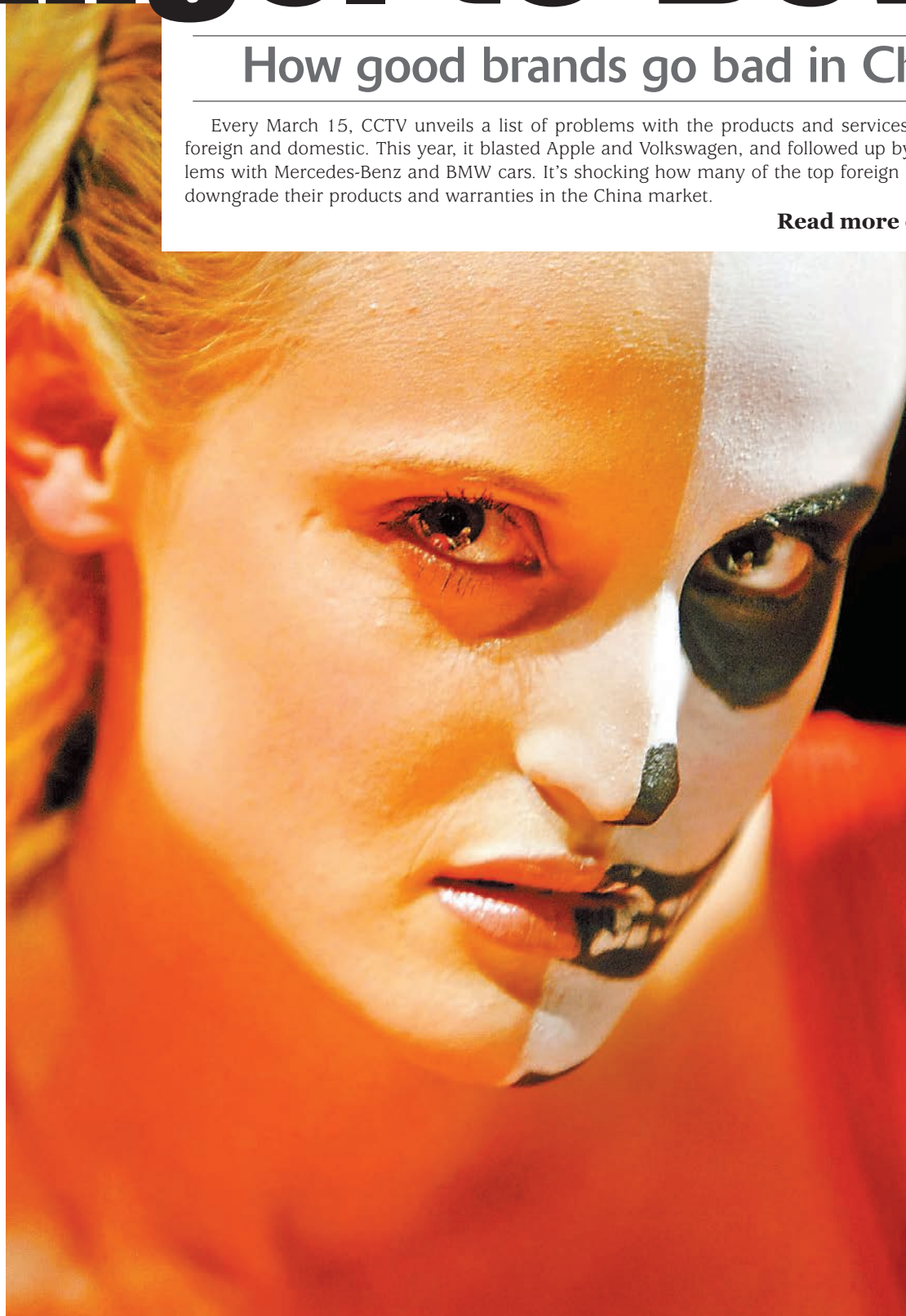
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Angel to Devil

How good brands go bad in China

Every March 15, CCTV unveils a list of problems with the products and services of brands both foreign and domestic. This year, it blasted Apple and Volkswagen, and followed up by exposing problems with Mercedes-Benz and BMW cars. It's shocking how many of the top foreign brands routinely downgrade their products and warranties in the China market.

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Expo Park
greens city's
old landfill

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A story of
deterioration
and dams

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Cancer specialist introduces public health of the US

By Liu Xiaochen

Nobel Prize-winning scientist Harold Varmus visited the Beijing American Center on Monday to talk about the art and politics of science.

Varmus, the current director of the US National Cancer Institute, introduced his background in genetic research and his work as a "political scientist."

Varmus began his higher education as a literature major, but changed to science when his scores were high enough.

"Many scientists in the US have other backgrounds. Some of my colleagues learned cello and history. It is not unusual that many people engage



Harold Varmus introduces US health. Photo by Liu Xiaochen

in other industries before they start doing scientific research and medical work," he said.

When talking about public health policies, he said the US government

and medical organizations offer similar advice about how people can be healthier.

"It usually involves diet, exercise, ensuring adequate sleep, avoiding smoking, excessive drinking and drug addiction, dangerous driving and other safety issues," Varmus said.

NCI is currently cooperating with China's Nature and Science Foundation to select health projects for cooperative funding.

"We have been working together for one year. Although we are still not sure if we will expand this program, we are optimistic. NCI is one of many American institutes cooperating with

its peers in China."

Speaking about his role in cancer prevention, he said early detection is still the key to survival. He recommended mammograms, pap smears, colon scans and chest x-rays as ways to monitor and catch some of the most deadly cancers.

"However, some of the wealthiest people in the US do whole body scans each year. But sometimes, this method is prone to error, so we don't recommend it," he said.

"There are three ways to reduce cancer deaths, which are to use available prevention and control measures, to use vaccines and to push for early inspection and detection," he said.

Festival connects Australian writers, Chinese readers

By Liu Xiaochen

Chinese readers can meet popular Australian authors to discuss literature from down under at the sixth Australian Writers' Week, organized by the Embassy of Australia.

This year, Australian Writers' Week, which began March 17 and ends on Sunday, is focusing on excellence in children's literature and illustration.

The embassy is hosting activities at book stores, libraries, universities, middle schools and kindergartens in Beijing, Shanghai, Chengdu, Guangzhou and Tianjin. It will also join the International Literary Festival at Beijing and Shanghai.

Popular writers and illustrators, including Alison Lester, Ambelin Kwaymullina, Robert Newton, Pam Macintyre and George Megalogenis, will be attending talks and workshops to meet with their readers.

Since 2008, the embassy has welcomed more than 30 Australian authors to China to share their stories and experiences with local readers.

"Australian Writers' Week has expanded every year and is an important annual event in the embassy's program of bilateral cultural exchange and collaboration," said Frances Adamson, Australian Ambassador to China.

"This year, I'm delighted that our Writers' Week will feature the best of Australian children's literature. Australian authors and illustrators have long excelled in this genre, and we look forward to bringing their wonderful and imaginative stories and pictures to Chinese children and families."

Another important part of Australian Writers' Week is the sixth Australia-China Publishing Forum.

The forum is a widely recognized popular activity in the publishing industry. This year's forums will



Children learn illustration at the workshop.

Photo provided by the Embassy of Australia

focus on children's books and educational publications.

The Australian delegation was in Beijing for two days of exchanges, discussions and negotiations with Chinese publishers.

"Our dialogue with China extends beyond Cultural Fund activities to ongoing communication about collective management of copyright and

its role in the creative industries," said Jim Alexander, CEO of Copyright Agency of Australia.

The embassy is cooperating with Capital Library of China and Books Illustrated to exhibit top illustrations from children's books. The exhibition will provide children a chance to know more about Australian books, life and culture.

Teen reporters see Australia up close

By Li Zhixin

Forty young reporters and elementary school students have been seeing Australia up close before its new school semester begins.

The group spent 10 days traveling through Sydney, Brisbane and Melbourne seeing such sights as the Sydney Opera House, Phillip Island Nature Park, and Dreamworld on Australia's Gold Coast.

They also visited Austar International, Australia's largest Chinese-language media group.

The tour was organized by Beijing Educational Media to mark the 40th anniversary of ties between China and Australia. The trip enhanced mutual understanding between teens in the two countries and strengthened their rapport, said Han Moyin, manager of the project.

The teen reporters in the group



Teen reporters interview the Australia China Alumni Association.

Photo provided by Zhang Ning and Zhou Hongxiu

interviewed Edward Smith, president of the Australia China Alumni Association (ACAA), to learn more about the country a week before their departure.

Their questions included such topics as Australian culture, history, education, economics, politics and

entertainment.

Smith answered their questions and recommended some places worth visiting in the country. He encouraged them to communicate more with local teens to learn what Australians might be eager to learn about China.

"I would like to know what interest Australian people, especially students, have in Chinese culture," said Wang Kexin, an 11-year-old girl from Fangcaodi Primary School.

"The tour gave me a good chance to learn what Australian students like about China and its culture," she said. "Now, more and more Australian students would like to study Chinese and are fascinated with our history and food."

Wang Jiayang, a 10-year-old boy from Wuyi Primary School, was very impressed by the clear sky and clean air in Australia.

"Their clean and pleasant living environment owes from a sound supervision system that ensures those who damage the environment are punished," Wang said. "Australians have a firm concept of environmental protection. We should learn from that."

Beijing Garden Expo Park blooms atop former landfill



A rendering of Beijing Garden Expo Park

Photos provided by Beijing Garden Expo Organizing Committee



A rendering of Beijing Garden

By Bao Chengrong

After three years, the capital is putting the finishing touches on a project that has turned a landfill along the west bank of the Yongding River into a green space.

Beijing Garden Expo Park will be completed at the end of this month and open to

visitors on May 18, the opening of the 9th China (Beijing) International Garden Expo, according to the Beijing Garden Expo Organizing Committee.

This is the first time China has used principals of ecological restoration and technology to build such a park, said

Qiang Jian, deputy director of the committee.

He said Jinxiu Valley is a typical example of restoration. The valley used to be a 200,000-square-meter sand pit that was 30 meters before it was converted into a scenic area.

Another highlight of the Expo Park is the Chinese Garden Museum. It is the first museum in the world that focuses on gardens. The museum will display the history and modern evolution of gardens through photos, documents, videos

and models, Qiang said.

He also said green and low carbon designs have been widely used in the Expo Park. Two sewerage treatment stations have been built to recycle wastewater for irrigation.

Apart from that, the 400,000-square-meter wetland in the park is capable of reclaiming 80,000 square meters of wastewater every day.

To recycle rainwater, 12 reservoirs have been prepared.

The intelligent irrigation control system can help save 50 percent more water than ordinary irrigation systems.

Qiang said the application of solar techniques in the park can help reduce about 2,667 tons of carbon emissions per year.

The whole park takes up an area twice as large as the area of Summer Palace.

The park will remain open to the public after the expo, and the main exhibition hall will be converted into a hotel, Qiang said.

The Expo Park is a key part of the second round of plans for stimulating the development of the northern part of Beijing.

Beijing on the brink due to overpopulation

By Bao Chengrong

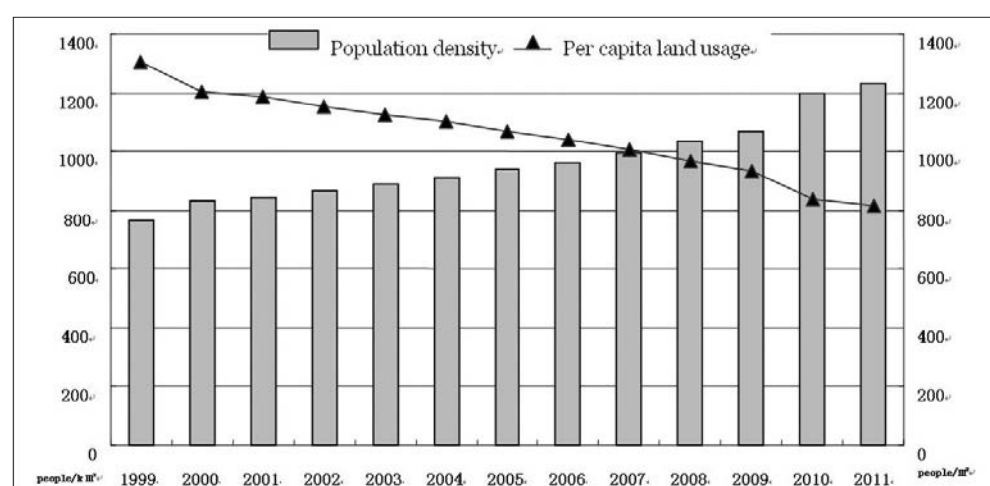
There may be too many people in Beijing. According to the Beijing-Tianjin-Hebei Regional Integration Development Report, which measures these types of things, Beijing has a "carrying capacity" of 1.38, which is higher than it should be.

The report says that a severe lack of water and landfill space will contribute to sociological problems. Public transportation is also overburdened.

The city had 1,230 people per square meter in 2011. In 1999, it had merely 766 people per square kilometer.

The natural population growth rate is manageable, at 4 percent, but a swell of migrant workers has caused massive problems. About half a million workers enter the city every year.

Meanwhile, the elderly population continues to rise, though the number of young workers has satisfied the pension demand so far.



Shi Minjun, a researcher at the Chinese Academy of Sciences, said there's a water shortage. Each person gets only 119 cubic meters of water, much lower than the international standard of 1,000 cubic meters per person.

The demand is currently at 345 cubic meters per person. The report points out that current water supplies can only satisfy about 10 million people, or 60

percent of the city's population. "The water crisis has become a key weakness that slows down economic development in Beijing and its nearby regions," Shi said.

Apart from the shortage of fresh water, another major reason behind the water crisis is water pollution. Eutrophication is common in many reservoirs, which are ill-equipped to do anything about it.

The low capacity for refuse treatment is also rough. In 2009, the city's house refuse production was 18,300 tons per day, but its capacity is only 12,700 tons per day.

If these conditions continue, most of Beijing's landfills will be filled in the next four to five years.

The most efficient way to relieve the stress of central cities is to create new towns,

said Zhu Erjuan, chief editor of the report and professor at Capital University of Economics and Business.

Zhu said the new towns can help absorb some industries and population from the nearby metropolis.

As for the water crisis, Zhu suggested controlling water footprint per capita, particularly the virtual water consumption in the goods production process.

She also said establishing an early warning system for water crisis and carrying out water saving projects in communities and promoting a green and low carbon economy are the keys to saving the city.

今日北京新闻记者证
2012年度核验通过人员公示
(按姓氏拼音排序)
黄道很、简蓉、李志鑫、
韦莹、喻姗姗、张楠、赵鸿义
(北京市新闻出版局举
报电话010-64081164)
2013年3月12日

World brand slash in China



A4 printer paper is often loaded with chemicals.



Netease.com was accused of leaking of customers' private information.



Many small companies are using flash cookies to steal private information.



Companies are inserting commercials online for small business.



Mobile producers stand accused install software that absorbs users' money.

By Zhao Hongyi

In a China image report released by the Charhar Institute, a Hebei-based diplomacy think tank, consumers in Europe and North America ranked products domestically by foreign and Chinese companies ahead of China-made products by foreign and Chinese companies.

But in China, such trust may be misplaced.

Every March 15, International Quality Day, China Central Television (CCTV) unveils a list of problems with the products and services of domestic and foreign brands.

This year, it blasted Apple and Volkswagen, and went on to expose problems with Mercedes-Benz and BMW cars on March 19.

Exposing quality problems

On March 15, CCTV1 exposed a number of flawed products and services in its annual program. Apple was one of the many foreign companies blasted for offering inferior products and services in the China market.

When replacing defective iPhones in the China market, for example, Apple's one-year warranty does not include replacement of the rear cover or a new one-year guarantee on the replacement.

In the US, UK and Australia, Apple's

customers are given an entirely new iPhone and a new one-year warranty on the replacement.

In its official response to CCTV, Apple said, "We have been striving to exceed consumers' expectations, and we highly value every customer's criticism and suggestions."

In reporting on the program, the *Wall Street Journal* cautioned brands against maintaining a double standard if they want to succeed in China.



The annual March 15 program is one of the country's hottest.

Feedbacks coming soon

The day after the program aired, law enforcement agents closed the factories, shops and offices of companies selling counterfeit goods.

Jianghuai Auto pledged to recall its Tongyue automobiles, which used defective steel that was prone to rust. Zhoudasheng Gold promised to recall all its gold products.

But Apple has been silent except for the lone announcement on its website. Mercedes-Benz and BMW have denied CCTV's allegations.

Volkswagen China was the only foreign brand to take action, recalling some 380,000 cars manufactured and sold in China.

Hundreds of years ago, Chinese consumers were more critical about the products they purchased. A population boom in the 17th century and wars with foreigners led to a collapse in the

quality of life and lowered expectations.

The situation worsened during the first 30 years after the founding of the People's Republic, as ideology required that all people receive only the most basic living requirements.

But that does not mean Chinese consumers don't care about quality today. Rising income levels have made people more aware than ever of how they are being screwed.

But a poorly developed legal framework makes it extremely difficult for Chinese consumers to go after foreign brands who fail to live up to their obligations.

For instance, the consumer who first discovered problems with the iPhone replacement plan spent two years searching for Apple's after-sale service center in China.

He learned eventually that Apple has no

Volkswagen came with a new braking system, which is reported to be prone to failure. Many cars by Mercedes-Benz are reported to have chemical residues on the interior within two to four years.

Problems were also found with BMW vehicles, which were found to have a hole in the down asphaltum in the engine.

This is not the first time

such a center in China. It was first seen by a regional after-sale center in Singapore. With the center, the only way to protect his interests is to China Consumer's Association.

When Mercedes-Benz announced it would look into their automobiles, Chinese car owners took to the streets. The car company accepted the results of the inspection.

However, China's consumer protection agency is not open to public inspection, making it difficult to resolve the dispute.

"We have to expect more from the government otherwise the interests of the consumer will never be protected," said the disputes on Sina.com.

n their quality



CFP Photos

under fire for its DSG
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o failure. CCTV also
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es-Benz Beijing comes
that could sicken driv-
years.
so reported in BMW
ound to be using broken
eir shock absorbers.
First time CCTV has

gone after foreign companies. In 2011 and 2012, it exposed health code violations in the kitchens of McDonald's, KFC and Yoshinoya.

It also revealed that 99.99 percent gold products were being adulterated with platinum, copper and silver, fake traditional medicines being made in Henan Province and several companies that were making use of the private information of their mobile customers.

In previous years, CCTV exposed many domestic product scandals, such as medicines capsules made with expired animal fur, poisoned chopsticks and the fees Carrefour was attempting to levy on suppliers who entered its hypermarkets.

While this year's program did expose more domestic product scandals, it was the failure of expensive international brands that stung. Many can't help wondering why these world famous brands localized so quickly.

Further requirements

Chinese consumers complain that the government is too tolerant to foreign brands and fake products, saying inspections should continue throughout the year.

"The quality inspection and monitoring agencies should keep their eyes on fake and flawed products throughout the year instead of piling them up on March 15," a commentator on Sina.com said.

The only solution is to confiscate substandard products and to heavily fine their producers, many commentators said.

The company that was producing fake traditional medicines, for example, aired its advertisements on local television throughout the year.

"We stop running the ads before March 15 and resume broadcasting several days

after the inspections," the producer said in leaked footage.

Other commentators complained that CCTV only exposed quality problems in private companies rather than the state-owned enterprises and those buying advertisement spots on CCTV.

Yin Wen, the director of the two-hour CCTV program, denied the accusations, saying his program only focused "on the quality of the products and services."

Yin said that in past years, his program had exposed overcharges by China Mobile and quality problems at COFCO, China's top food and cereal oil producer.

"Volkswagen has done huge commercials on our channels, but that does not prevent us from exposing their problems." He said.



Apple was blasted for giving Chinese customers an inferior warranty.



Volkswagen, Mercedes-Benz and BMW were exposed for selling defective cars.



Jianghuai Automobile used failed steel to build its chassis.



Gold makers were caught blending their gold with lesser metals.



Grandma Gao made fake traditional medicine products.

“I hope it gives rise to ideas that go beyond ecological, sociological and historical issues.”

Displacement and loss around the Sanmen Gorge Dam

By Chen Nan

Forty years have passed since the construction of a great dam across the Yellow River, the Sanmen Gorge. The project had a considerable impact on the surrounding environment and people, causing conflicts between farmers, resettlement disputes, exiled villagers and flooding.

It was and remains a controversial project, one which Dong Jun, a filmmaker, has focused on for much of his work.



Dong Jun

Dong's haunting documentary, *Flood*, takes as its focal point the construction of the Sanmen Gorge Dam Project, the first manmade dam in China. It was a project that required engineers to flood the surrounding territories, including old towns like Tongguan.

The film interweaves stories between the geographical transformation of the area and the residents' struggles. We see the Yellow River unloading sediment on riverbeds that are now higher than crop fields.

The original plan for the Sanmen Gorge Dam Project was to control silting and flooding, but it proved ineffective.

The dam project significantly changed the surrounding landscape. Villagers of the Wei River area try to survive and cultivate the land along the riverbank, living on higher ground.

An old ferry port on the Wei, the largest tributary of the Yellow River and crucial for farmers, was ruined by the new dam.

Tongguan Fort was another place affected – it disappeared, inundated by water.

Dong also shows how villages were affected. Historical sites have been replaced by modern restaurants and hotels, such as the Venice Hotel and Yellow River Fish Barbecue.

In *Flood*, the Dong makes mesmerizing use of visual backdrops and the juxtaposition of people within them to expand on themes of human activity in a place where modernity has been suspended.

One of the protagonists, Ma Jian-

wen, a folk poet from Fengdong Village of Huayin County, witnessed drastic changes near the river and was resettled in Qinghai Province. Seeing the currents of the river rouses mixed feelings in him.

The river and water facilities inspired him to create several hundred poems, many of which are about resettlement and life in exile. He dreams of returning one day to his hometown.

Ma said once demolition teams went into the area, families began preparing for displacement. Many people are barely getting by, caught between the conditions of the past and the finality of government edicts to move forward.

“Yearning is part of the film, and runs through the narration,” Dong said. “I hope it gives rise to ideas that go beyond ecological, sociological and historical issues.”

But Dong does not intend to arouse pity. Instead, he said, “My film acts as a record of the inevitability of change, especially ones mandated not by nature but by human history.”

Born and raised in Xi'an, Shaanxi Province, Dong began teaching at his alma mater, Xi'an Academy of Fine Arts, since his graduation in 2005. He participated in art exhibitions and film festivals both home and abroad.

He said Shaanxi has is great for visual projects. “Shaanxi Province is an important cradle for China's filmmakers,” he said. “Directors like Zhang Yimou, Gu Changwei and Wang Quanan all have given us a cultural identity and orientation.”

In 2005, Dong won the Young Photographer Award at the Pingyao International Photography Festival.

He was awarded the creation fund from Digital Video Commission of China (DVCC) in 2006. He then signed with Long March Space in Beijing and held a solo exhibition, *Exchanging Gazes*.

His documentary films include *SARS Breakout*, *Blind Coal Store*, *Model* and *Get-together*.

He was not always connected with Shaanxi Province, but in 2005, he encountered a series of black and white photos shot by a colleague. They captured the bizarre landscape of a village after flooding, full of half-built and half-demolished buildings. It was very touching.

He became shocked once he learned more. “The case is rarely known by city dwellers in Shaanxi,” he said. “If you look on the Internet, it's still not a very popular topic.”

His quest for truth is dangerous and sensitive. He chose the southern area around the Wei River, one of the most impacted, for a filming location.

“These problems should not be neglected,” Dong said. “They had no choice but to sacrifice their own interests for the nation and other people.”

Dong spent two years filming.

“Most of the villagers are now old and have spent 40 years in exile,” Dong said. “The once-fertile land in the Wei River area has deteriorated. State compensation that was promised, in some cases, never came.”



Photos provided by CNEX // Dong Jun

Restaurants of the week

By Annie Wei

If you are looking for fine dining and guaranteed quality, restaurants attached to five-star hotels almost never disappoint. This week we recommend two restaurants with interesting events or surprising food.

Barolo's new menu

The Italian restaurant named after the famous wine region of Barolo always has good food and service.

For the new season, chef Gianluca Visani has sourced fine ingredients from local and imported suppliers to create new recipes.

We liked his wild mushroom, champagne vinegar with goat cheese mousse (148 yuan); seared tuna fillet, quail egg, French beans, olive, baby potato with Pesto dressing (128 yuan); ossobuco ravioli with saffron and gremolata (188 yuan); basil and pecorino risotto (198 yuan); and grilled jumbo prawn with eggplant caponata and orange (398 yuan).

You can also try its business lunch set menu at 178 yuan per person.

Barolo

Where: 2F, The Ritz-Carlton, 83A Jianguo Lu, Chaoyang District

Open: 11:30 am – 2:30 pm; 5:30–9:30 pm

Tel: 5908 8951

Dining in the dark

Earth Hour, founded by the World Wildlife Fund in 2007, has grown quite popular in recent years.

The event encourages people to turn off their non-essential lights for one hour on a select day near the end of March every year. More and more individuals and companies have taken part in recent years.

For this year's Earth Hour on Saturday, China World Summit Wing will organize a special event for diners only.

Participants will experience a four-course dinner in the dark at the China Ballroom.

"The food is guaranteed to be good, and it has a special meaning," said Olga Sergienko, the hotel's director of communications.

Sergienko said that diners can experience what it's like to lose one's eyesight and rely on other senses to experience food.

The dinner with wine paring costs 1,588 yuan per person, plus 15 percent service charge.

Revenue from the dinner will go to Bethel, a local charity that supports visually impaired Chinese orphans, founded by a French couple.

Those interested should call the restaurant to make a reservation: 8571 6460.

Special Earth Hour dinner

Where: China Ballroom, basement of China World Summit Wing, 1 Jianguomen Lu, Chaoyang District

Open: RSVP

Tel: 6505 2299



Dim sum at Hengshanhui starting at 15 yuan per serving



Inside Nanjing Dapaidang CFP Photos



Food for spring

By Annie Wei

For fresh, local and seasonal dining, here are some restaurants that offer vegetables specially grown during the spring

Dim sum for brunch

One of the most highly recommended places for Hong Kong staples, Hengshanhui has a wide range of food from delicate Cantonese cuisine with expensive ingredients like abalone and rare fish (seasonal prices) to a variety of dim sum (15 to 30 yuan).

It attracts many family and business diners.

Where: Entrance at the back of Kerry EAS Logistics Building, 21 Xiaoyun Lu, Chaoyang District

Hengshanhui

Open: 10:30 am – 11:30 pm

Tel: 6466 1211

Where: LG Gemini Mansion, 12 Jiangguomen Wai Dajie, Chaoyang District

Open: 10:30 am – 11:30 pm

Tel: 6568 5210

Inexpensive spring veggies

Since opening at the end of 2010, this well-known restaurant chain from Nanjing has two more outlets in Beijing. There are always lots of people waiting for either lunch or dinner, because the place is known for delicious food at low prices.

Dapaidang means food stalls. It has a wide range of Nanjing snacks in addition to Huaiyang cuisine and popular national dishes.

The most popular spring vegetables include fried wolfberry shoots, Chinese irises and chrysanthemums (starting from 22 yuan).

Paired any with a steamed meat (starting from 20 yuan) and bowls of rice for a delightful lunch with a friend or colleague.

Where: 2 F, Zhongguancun, Shopping Mall, 5 Haidian Dajia, Haidian District

Nanjing Dapaidang

Open: 11 am – 2 pm, 5–9:30 pm

Tel: 5986 3111

Where: 5 F, Gongsan Shopping Mall, 13 Gongti Bei Lu, Chaoyang District

Open: 11 am – 2 pm; 5–9:30 pm

Tel: 8405 9777

Barolo's grilled jumbo prawn with eggplant caponata and orange, 398 yuan

Photo provided by The Ritz-Carlton Beijing Chaoyang

NC.Space's pop-up store at FangjiaHutong

By Annie Wei

NC.Space, a unique fashion and lifestyle concept space tucked in FangjiaHutong, will open a two-week pop-up store on Saturday.

Since opening last year, NC.Space has earned a reputation among the city's sophisticated consumers and players in the fashion industry. It offers showroom service, retail space, events and brand activities.

The pop-up store is the result of a partnership with House of Danube, a fashion showroom in Hungary.

It will showcase 120 pieces from four leading Hungarian designers, and select vintage bags from the 1900s to 1980s.

Most items cost between 1,000 and 3,000 yuan. The sleeveless top from Aeron (2,100 yuan), skirt (1,970 yuan) and short jacket (3,950 yuan) utilize clear lines and elegant fabrics. We particularly like the colors it chose for this season: a light azure bareback leather-like top, bright blue tank top and sky blue pants.

We also like accessories from brand Ben-Amun, like the opulent dangle necklace (3,400 yuan) and mixed metal tribal cuff (2,250 yuan). Both look special but not overcomplicated – nice for pairing with a daily white top during workdays or a single-shoulder black-wrapped dress for parties.

Its designer and founder, Isaac Manevitz, has more than 30 years of experience, and most items are hand-crafted and one-of-a-kind.

Three other brands include Je Suis Belle, founded in 2005 and known for collaborating with visual arts and reflecting not only fashion but also current social and cultural changes; Nubu for its seasonal collection of subtle, classic urban style, discreet luxury and soft colors; and Dori Tomscanyi's high quality and natural fabric.

All have good cuts and fit any body shape.

NC.Space x House of Danube pop-up store

Where: E109, 46 Fangjia Hutong, Dongcheng District

Open: 9:30 am – 6:30 pm



Dori Tomscanyi top, 1,650 yuan



Ben-Amun's mixed metal tribal cuff, 2,250 yuan



Ben-Amun's opulent dangle necklace, 3,400 yuan



Aeron's collection for spring and summer, starting at 1,900 yuan

Photos provided by NC.Space